

Note for Raporte, Jim

From: Cashion, Ward  
 Date: Tue, Dec 1, 1992 3:02 PM  
 Subject: Bristol - New Orleans  
 To: Raporte, Jim  
 Cc: de Simone, Lauren; Region3; Sulaiman, Leyla  
 File(s): Bristol Section 32; Bristol Workup 11/31

For you use.

FAX TO  
 MIKE MAHAN  
 + BOB MIKULAY  
 AT CONFERENCE  
 CC: WARD CASHAN

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Bob + Mike -

Further to our conversation the other day on our '93 P/V strategy, Ward has written this summary of the rationale and proposed action plan to continue Bristol support in the New Orleans/Lake Charles District. Please give this your full consideration for discussions w/ senior management this week.

A few points:

- He is not suggesting that we give less attention to Cambridge, but that we maintain the heat on Bristol in this ~~area~~ very targeted area among targeted accounts. The additional 4 part-timers would accomplish this and, as discussed, the manpower could be sourced from ~~the~~ the ~~proposed incremental~~ ~~to the~~ part-timers from Region 3 total. I'll discuss it with Charlie.
- He has provided specific recommendations with respect to an action plan as food for thought ~~but~~ <sup>but</sup> this is obviously open for discussion. We could even position ~~the~~ as a test since the results would be very measurable. ~~maintaining support~~
- The downside to ~~the~~ removing support is ~~significant~~ (we walk away from  $\frac{2}{3}$  of the District's P/V volume) and the cost of maintaining support is not high. Frankly, I'd like to see how high we can push Bristol here rather than just maintaining support.

- Jim R.